

FIG. 1

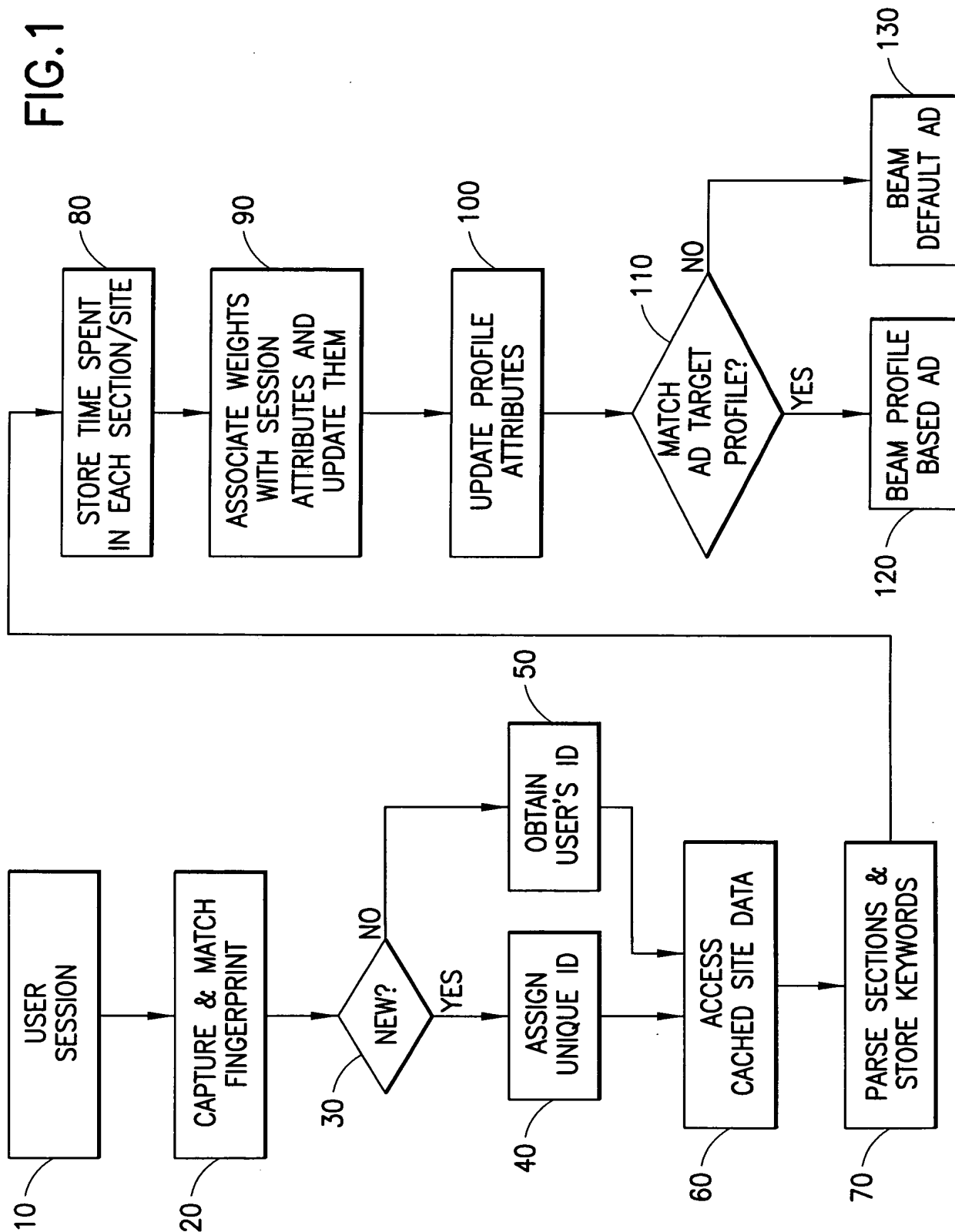


FIG. 2

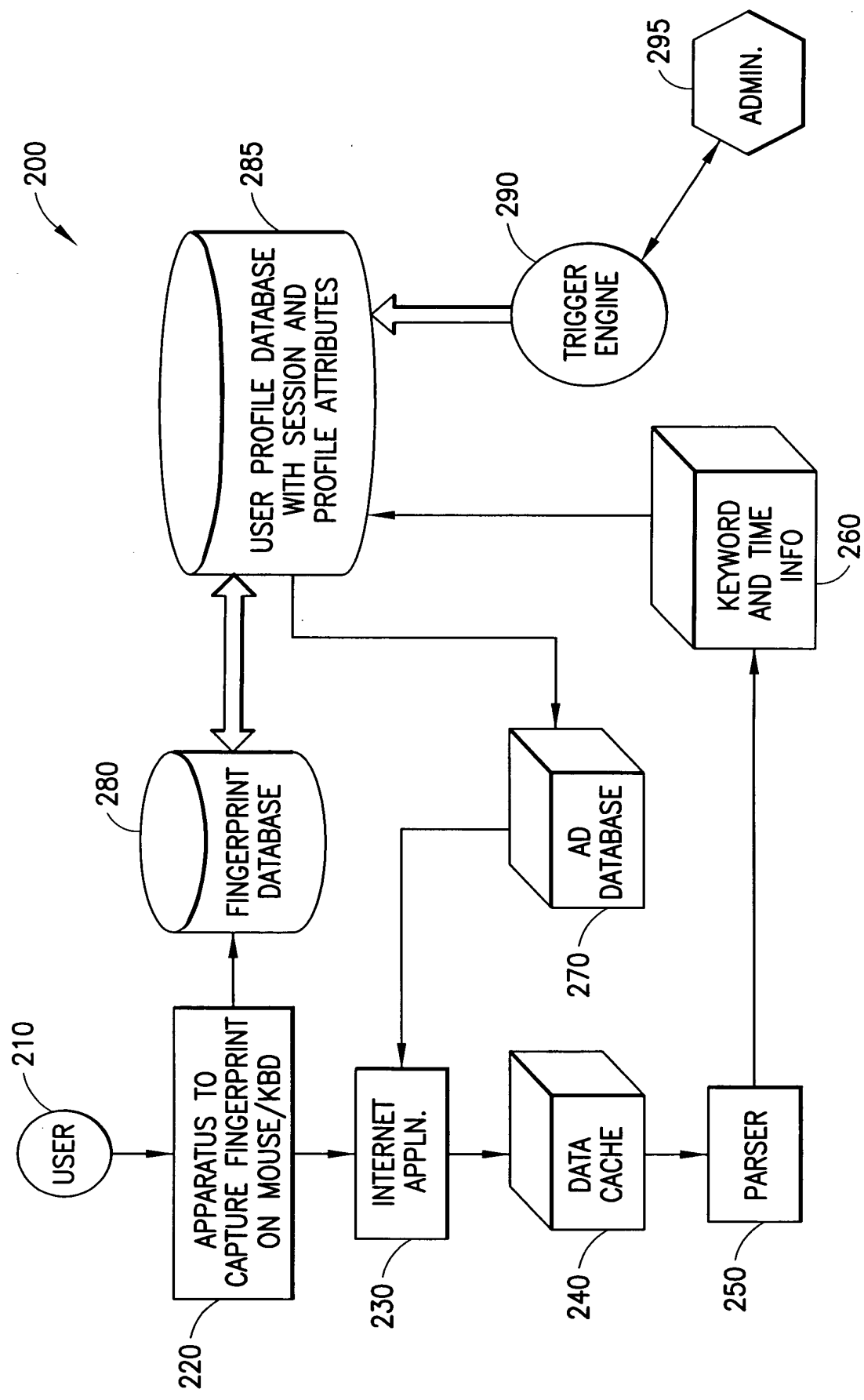


FIG.2

PROFILE TRAITS	ATTRIBUTES	PROFILE ATTRIBUTES VALUES	SESSION ATTRIBUTE VALUES				
			S1	S2	S3	S4	S5
ECONOMIC STRATA	VERY HIGH	1	1	1			
	HIGH	4		4	5	6	
	MEDIUM	9	9	9	9		
	LOW	2				1	1
	VERY LOW	1					1
AGE GROUP	CHILD	2	2	2	2		
	TEENAGER	3	5	3	1	4	2
	ADULT	8	9	9	7	8	8
	SENIOR CITIZEN	7		7	7	7	
GENDER	MALE	4		4	4		
	FEMALE	8	9	8	9	8	7
EDUCATIONAL BACKGROUND	HIGH SCHOOL	2	1	2	3	2	
	COLLEGE	3	2	3	3	3	3
	UNDER GRADUATE	6	7	8	5	6	4
	GRADUATE	5	6	5		5	
	POST GRADUATE	4	2	5	4	4	
TECHNICAL INTEREST	BASIC SCIENCES	4	4	5	2	3	
	ENGINEERING SCIENCES	5	3	6	5	6	5
	SOCIAL SCIENCES	1				1	1
	HISTORY GEOGRAPHY	1	1	1			
PROFESSION	EMPLOYEE IN PRIVATE FIRM	8	8	8	7	9	
	GOVT. EMPLOYEE	4	7	4	4	3	5
	FREE LANCER	4	4	4	4	4	
	OWN BUSINESS	5				5	5
SPECIAL INTERESTS	MOVIES	9	9		9	9	9
	MUSIC	8		8	8	8	6
	SPORT	7	7		7	7	
	STAMPS	1	1				
	COINS	2		2	2		
	PAINTINGS	8			8	8	8
	TRAVEL	7		7	9	8	2
	PHOTOGRAPHY	9	8	9	9	8	9

FIG.3

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KEYWORDS	TIME SPENT	ATTRIBUTE	SESSION ATTRIBUTE VALUE
CAMERA	5 OF 15 MINUTES	PHOTOGRAPHY	6
TOM CRUISE	10 OF 15 MINUTES	MOVIES	9
MARADONA	7 OF 15 MINUTES	SPORT	7
		SOCCER	8
BMW	2 OF 10 MINUTES	CARS	5
		ECONOMIC STRATA--HIGH	6
ISAAC ASIMOV	5 OF 6 MINUTES	BOOKS	6
		SCIENCE FICTION	8

FIG.4

FIG. 5

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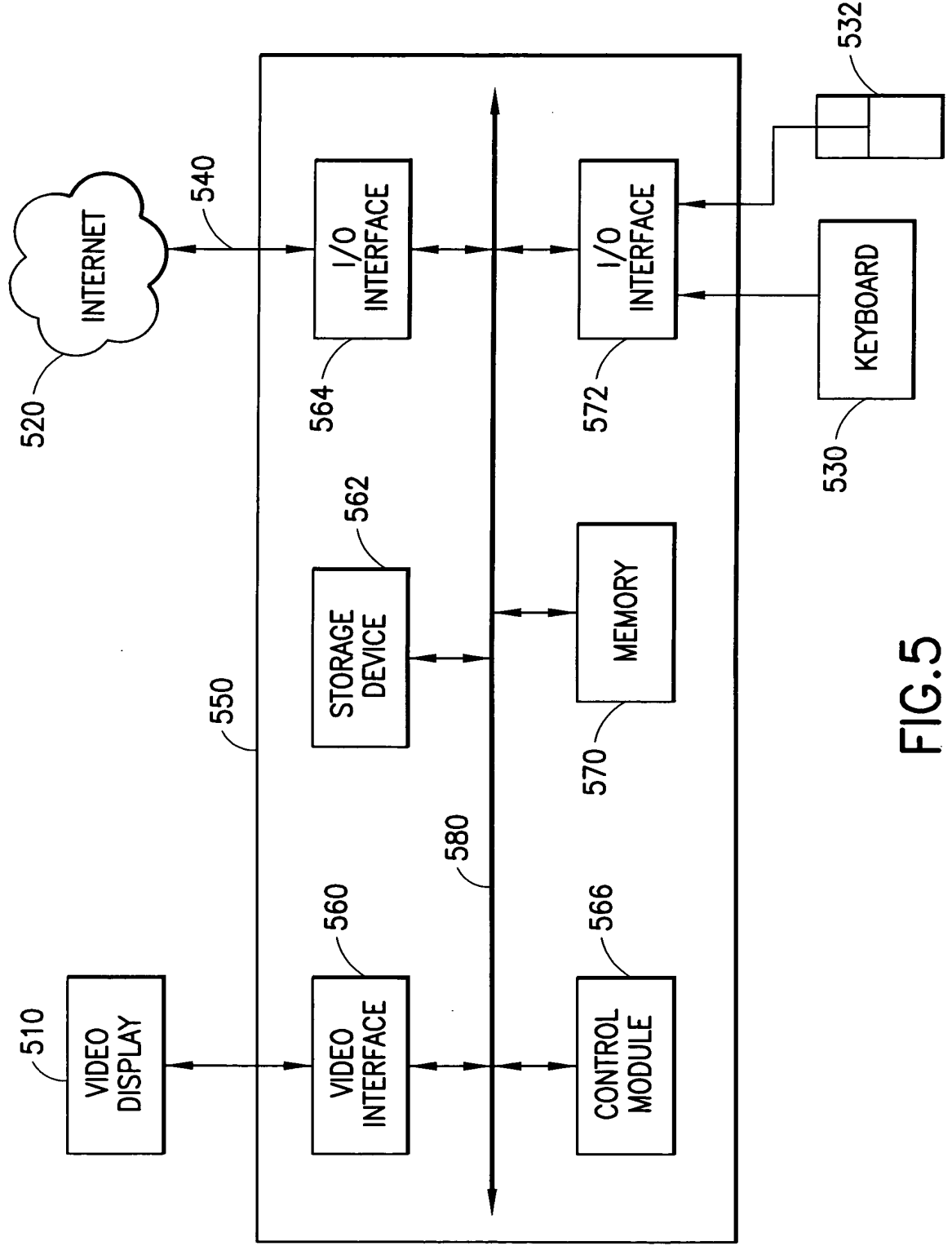


FIG. 5